

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for providing specific subject-related advertisement on a digital disc, which advertisement is related to specific content on the digital disc, the method comprising the steps of:
 - (a) extracting information from the content;
 - (b) categorizing the extracted information to one or more categories;
 - (c) correlating the one or more categories to one or more of a plurality of extracted information to pre-determined advertisements; and
 - ~~(e)~~ (d) placing the correlated advertisement on the disc ~~for providing~~ so that the specific subject-related advertisement may be viewed by ~~to~~ a user.
2. (Currently Amended) The method as in claim 1, wherein step (a) includes extracting either individually or in combination metadata, text, facial recognition, event, date, time or place ~~or date/time and/or place~~.
3. (Currently Amended) The method as in claim 1, wherein step ~~(b)~~ (c) includes:
 - ~~(b)~~ c1) correlating the extracted information to ~~either individually or any combination of~~ products, services, ~~or~~ employment, ~~and/or~~ membership opportunities.
4. (Currently Amended) The method as in claim 3, wherein step ~~(e)~~ (d) includes placing the information related to either individually or any combination of products, services, ~~or~~ employment, ~~and/or~~ membership opportunities on the disc.
5. (Currently Amended) The method as in claim 1, wherein step (a) ~~includes further comprising the step of~~ extracting information related to use of an electronic device.